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"FCC-Text-to-911 Outreach and Training"
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Captioning Provided By:
Alternative Communication Services, LLC
PO Box 278
Lombard, IL 60148
CART Reporter: Natalie C. Ennis, CSR-CA, RPR / CI and CT

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CHERYL: Good afternoon. If we can get ready to start, this will be a packed two hours. Is it working? Okay. Good.

Checking the assistive listening devices for the room. If anyone needs one, they're by the entrance table, in that area of the room.

Thank you for coming, and welcome, everybody. Many familiar faces, and lots of new faces. So welcome to all the old timers and welcome to all the newcomers.

I would like to have us go around the room and introduce yourselves even though it may be faster if I call your names as I go around the room and then the interpreters don't have to listen twice to the names, etc.

I'm Cheryl King with the FCC Disability Rights Office.

Greg Hlibok with the FCC Disability Rights Office.

Cheryl from the Northern Virginia Resource Center.

Andrew Phillips with the National Association of the Deaf.

Lise Hamlin with the Hearing Loss Association of America.

Robert -- or Bob -- Mather with the Department of Justice.

Claude Stout with the Telecommunications for the Deaf, Inc.

Christian Vogler with Gallaudet University, the RERC-Telecommunications Access.

Joseph Marx, AT&T.

Brian Daly, AT&T.

Eric Haggerson with T-Mobile.

Shelly with T-Mobile.

Kevin Green with Verizon.

Neca with Verizon.

And Jeff Cramer with Verizon.

And Tim Lorello.

Kim Scovill with TCS.

Chris Nussman with NENA.

And Crystal McDuffie with APCO.

Matt Serra with RAVE.

Matt Gerst with CTIA.

Brian Joseph with CTIA.

Laurie Flaherty with National Highway Traffic Safety Administration.

Diana Coho with the FCC Consumer and Governmental Affairs Bureau. She's with the outreach division.

To her right, Susan McLean, Chief of the Advocacy and Consumer Affairs and Outreach Division.

And Patrick Donovan with the FCC Public Safety and Homeland Security Bureau.

And David Furth, Deputy Chief of the Homeland Security Bureau.

And Karen Strauss with the FCC Consumer and Governmental Affairs Bureau.

Is there anyone I've missed at the table?

Thank you to those of you in the audience for being here. We welcome your participation, listening and following up with us, as we will for everyone.

Any other welcomes or introductions that we should make? Any notable folks coming and going?

We have three interns from the disability rights office, if you could just raise your hands. Erin, Ann, and Jarvis are our interns.

Eliot Greenwald is in the Disability Rights Office as well.

Anybody else want to announce that you're here?

All right.

GREG: Our intern is now permanent staff. He's been part of the team for awhile, so I just want to clarify that for his benefit.

CHERYL: Thank you, Greg. And, John, welcome.

>> Also from the Public Safety Bureau, back in the back are some of our folks that are working on the outreach issues for the strategic communications team. Sean and we have Joanne Smith and we have Deandrea as well. They can wave at you.

>> Kevin?

KEVIN: This is Kevin Green, Verizon.

We also have Jared, an intern with Verizon this summer, sitting in the back here.

>> Welcome.

>> And representing Sprint, we have Steve.

CHERYL: Welcome. Welcome. Thank you.

David Furth, would you like to start us off with the scope and purpose of our meeting?

DAVID: Sure.

First of all, thank you to everyone for coming. I'm Deputy Chief of Public Safety and Homeland Security Bureau.

I just want to take a couple of minutes at the outset to talk about what we see is the scope and the purpose of the meeting and also lay out some housekeeping rules.

As you know, the Commission has pending proceeding on next generation 911 in which we have sought comment on the potential for development of technologies that would support text-based communication between the public and 911 call centers. We have also sought comment on various options for Commission regulatory action in this regard.

However, our intent in this meeting is not to focus on regulatory issues. Instead, we want to focus on outreach and communication tools, because while the FCC proceeding has been pending, the movement towards near term deployment of text to 911 on a widespread basis has been accelerating. Thus, regardless of what decisions the FCC may make in its rulemaking, text to 911 is much closer to being a reality now than 12 or even 6 months ago.

Much of the credit for this acceleration is due to the people in this room and the organizations and associations and companies that they represent. For example, the EAAC has done tremendous work on exploring text to 911 alternatives that can provide vastly improved access to 911 communications for people with disabilities. There have also been a variety of text to 911 trials in communities around the country.

In May, Verizon announced plans to support text to 911 throughout its network by early 2013. Since then, AT&T has announced similar plans. Thus, we have most U.S. wireless consumers soon having at least the potential to communicate with 911 by text. That could increase if other carriers follow suit as well.

So in light of these changes, it's important that we all work together to provide consumers, both those with disabilities and also the general public, with clear, accurate, up-to-date, and consistent information about text to 911, when and where it will be available, how it will work, what it will and won't do, particularly as compared to voice-based 911 service, and when and how to use it.

Today's meeting is intended to start an ongoing discussion on these issues. We have brought together key stakeholders from all segments of the 911 community, because we have common interest in ensuring that consumers are well informed and have realistic expectations about text to 911. We see this as a collaborative exercise based on public-private partnership among the FCC, other government agencies, carriers, vendors, consumer groups, etc.

What we propose to do in the next two hours is solicit goals on the outreach process, what elements need to be communicated, the ways in which we can collectively deliver our message to the consumers, and next steps in the process.

One other housekeeping matter. While we're not focusing on regulatory issues in this meeting, we have decided on advice of our general counsel to include the transcript of this meeting as part of our rulemaking record. The FCC will take care of this. It will not be necessary for any of the participants to file ex parte submissions.

Thank you again for coming. I will turn the meeting over to Karen.

KAREN: Before we go on, do you have any questions about the scope and purpose of the meeting? I know they were having some questions before we gathered, and I just want to make sure we're all on the same page. The goal is for a way to develop a cohesive outreach plan and to make sure that everybody has an understanding once the ability to provide text to 911 is made available to the public, that consumers are fully aware of the parameters of that capability.

So are we all okay with that?

Okay. Good.

David already touched on the public-private partnership, the next item on the agenda. There's not much more to say about this other than, as David said, identify consumers, the wireless industry, state and local governments, other federal agencies, PSAPs, various associations such as NENA, etc., and it is our goal to hopefully not micromanage this from the Commission's standpoint. What we're hoping happens after this meeting is that those of you who are in attendance coordinate amongst each other. We've seen this happen before. Namely, quite a long time ago about -- well, around 1990 right after the Americans with Disabilities Act was passed. Title II of the ADA requires access to emergency services via people with disabilities. Right after that act was passed, there were extensive efforts made by industry and consumers to coordinate and make sure that PSAPs had the information they needed to be able to process TTY calls.

We're hoping something akin to that will happen now. We're kind of the impetus hopefully to get that started, but we're hoping that after this meeting, that we don't necessarily always have to be in attendance at the future efforts to try to make sure that the word is getting out and that the consumer needs are being met as well as that feedback provided regularly both to the wireless industry and the PSAPs and others responsible for implementing the text to 911 changes.

So getting right into the discussion, what I would like to do is follow up again on what David said. Then we're literally going to just open this up.

David is saying they're having problems with the bridge. There are people on the bridge. We should probably announce who they are. But they apparently are not communicating with us.

>> I sent an email to the CMR staff.

DAVID: I think we're trying to get it fixed right now.

KAREN: Okay. We're just going to hold for a couple of minutes.

JEAN-PAUL: I would like to introduce myself as Jean-Paul Emard from the Alliance Industry Solutions. Thank you.

KAREN: Also, along those lines, it's probably a good idea to have the people in attendance to sign in. So I will pass around the sign in sheet so we will make sure the transcript has the correct spelling of the names.

>> I would like to quickly introduce another member of our outreach staff. She's in the back.

Becky Lockhart, please wave. Thank you.

KAREN: Are people on the bridge, can you hear me?

TONI: Hi, Cheryl. This is Toni Dunne.

KAREN: Who else is on the bridge?

If you're on the bridge now, can you please announce yourself? So far all we've heard is from Toni Dunne.

ROGER: Roger Hixson.

KAREN: Okay. Sorry, everyone. Why don't we hope that others who join the bridge can get back on, and when they do, we'll pause for a second and announce them.

As David mentioned, there's a number of issues that are going to arise when text to 911 is first rolled out. And what I would like to do now is just list those and open the discussion for how best -- pause for a second. Who just joined the bridge?

KATHY: Kathy McMahon.

KAREN: Thank you, Kathy.

What we're doing now is we're talking about what are going to be the limitations of the new text to 911.

Who just joined the bridge please?

LYNN: Hi, it's Lynn.

KAREN: Okay. So just going down the list of issues that we have sort of identified here that will need to be explained to consumers. Here are a few.

Who just joined the bridge, please? Did somebody just join the bridge?

CHERYL: This is Cheryl.

Is that you, Rebecca?

KAREN: All right. So we all know that initially text to 911 is not going to be beautiful. It's going to depend on what phones you use, what service you use. It will depend on what PSAP you'll be utilizing. So how will consumers know their service and phones are capable of sending text to 911 and whether or not the center they're trying to reach is capable of receiving their calls? There may be limitations on passing through features, like location. To what extent or how can consumers be informed about whether that will happen. How will consumers be able to find phones that are text to 911 capable? Consumers may be confused also about what our laws cover. They may think that this is a requirement, so they may be confused about, you know, they may try to access 911 via text and when they're not permitted, they may come to us and complain. So we have to do our job in explaining that there, at least initially, will likely not be any law covering this. If a cell phone is not activated, right now via voice you can get through to 911. That may not be the case with text. That's another point for consumers to find out.

Generally, we've heard mixed things about when you should be able to use text, when you should be able to, when you could be able to. If voice is the preferred way to go, then that message needs to get out to consumers for those who may have a choice.

Why is it not covered in all areas? Consumers may be confused. They may be able to make a text to 911 call with the same phone and same service in one area and not another geographic area. So they will need to know why.

And how effective is text? There may be gradations of its effectiveness, depending on how you're using it, when you're using it, what you're using it for.

And finally, the connection with the CVAA, the 21st Century Communications and Video Accessibility Act. Some consumers may think this act requires text at this time. Again,

we all think there needs to be some clear indication of whether it's required or whether it's just a voluntary effort.

So those are just the substantive areas that we think perhaps need to be covered. And again, these are just skimming the surface. There may be others.

At this point, we want to open it for your discussion, and we want to talk about public-private partnerships, if you have suggestions for that, if you have suggestions for how this information can get to consumers. I know that Susan --

I don't know whether you want to first give an overview of the kinds of outreach that you have thought about doing. Maybe that's the best way to go. And then open the discussion. So why don't I kick it to you at this point.

SUSAN: Okay. Really the kind of outreach we're going to do will depend a lot on this meeting and meetings to follow, that just to give you an idea, for big things in the past, like PSAs that we're happy to do, write scripts for, and record, that you can then share and send out as you wish. We are happy to do consumer guides or FAQs. That information will be available and you can share that as well. Any kind of email blast outreach. A certain kind of association or agency or constituency. We can handle that pretty much anywhere in the country. We have contacts all over the country and do this consistently. This is basically what our team does.

If there's certain things we have not thought of -- you guys are the subject matter experts -- that you think we should be doing, we're open to suggestions. But we will also be working very closely of course with the Public Safety and Homeland Security Bureau in developing marketing that Is accurate and shareable and consistent, that we're again, happy to share with anyone here or anyone you think is not at the table but needs to be.

We also are open to having partnerships with associations that will reach out to the public safety community. We don't want to just forget about the public safety community, how they also need to be educated on what is happening, NENA, APCO, etc., helping to forge those partnerships and lead those discussions.

Those types of things. And again, we're open. It depends on where we go from this meeting, but that's just a good idea of what we can do.

KAREN: One other point before we open it up. We want to make clear that this is just an initial meeting. This meeting was initially focused on people with disabilities, but we recognized that there are various other consumer constituencies, people who use different languages, senior citizens, which actually is encompassed in today's meeting.

Is somebody from AARP here?

Okay. They have not arrived. But senior citizens.

We also, as Susan pointed out, need to do targeted outreach to PSAPs and call takers and smaller providers that may not be participating initially.

With that, I would like to call upon the consumers to share your views about what needs to be done to make sure your constituency gets the word. This is an open forum for that purpose.

CLAUDE: This is Claude.

I'm thrilled to hear what Susan had to say about how the FCC can help spread the word specifically about the text to 911 calls. That's great.

My first just off-the-top-of-my-head thought is, for example, what AT&T is doing with their outreach. I would like to make sure that the FCC is not going to duplicate what AT&T or Verizon may do. First off, I think if we don't start off on the right foot, it's really going to cause confusion. For example, consumers understand that not all 911 centers will be participating in this, but not everyone understands that. We know there's a phase in. It would be nice to know which are and are not going to be participating in the effort. It would be nice if we could have, for example, a search engine. So I happen to live in Montgomery County, Maryland. I could check to see if my particular county is supporting SMS to 911 through, let's say, Verizon or AT&T. It would be an easy way for consumers to know who is doing what.

If the FCC can spread the good word, please make sure also it's just not in text format, whether it be a fact sheet or FAQ. Please make sure that you have ASL videos to go along with those. There are individuals in the country who prefer to see it in their native language of ASL rather than to read the information in text.

It may be important for the FCC to work with Verizon and AT&T to make sure that you do things well from the beginning, to make sure that there's a good transition, just as you did during the transition from analog to digital television. If you guys can do what you did then, we'll be in good shape.

We as consumer advocates are happy to help you with outreach. We can also do efforts on our own, and we can work with you guys as well as Verizon and AT&T to do that. We can help train individuals as we did back in 1994, 1995, and 1996. Department of Justice had a great collaboration with my organization, TDI, and we provided training to 911 centers across the country on how to work with deaf individuals across the country calling in via TTY. It was a great collaboration for the 7,000 PSAPs around the country.

Those are just my initial thoughts off the top of my head.

LISE: Mine was under the table. I don't know if that has meaning here.

We always put the mics down so they don't interrupt the signing visibility. Sorry.

I agree with everything that Claude said. And as he was talking, I was seeing we need a two pronged effort here. One is for when people are home, because he's right. If I'm home, I'm going to want to know if my local PSAP is involved and works in my area. But when I'm traveling, who knows? I'm not going to go up on the website and I wouldn't even know how to do that and figure out where I am, whether it's working. So I think there will be a real need as it rolls out. And my understanding now, or I would think, I don't know, I'm guessing Verizon and AT&T are focusing on the areas where they're available now. But those folks are going to travel. They're going to move with their cell phones and go out and say, oh, I can't use it? So there needs to be real, clear messaging that this is different for home and traveling.

The other thing is, I think working directly with PSAPs directly is a huge piece of it. Even five years ago, I was taking a tour with a group of people who are deaf. There was somebody there who did not know she could reach her PSAP directly with her TTY.

8

I don't know how she never got that message. It's been around long enough. But she didn't know. So we really need to be sure that the local people work directly with PSAPs who also are really informed and involved with what's happening with the service providers.

The third thing I was thinking of is if there is a difference between -- I know service providers are doing this, but there's a lot of information I don't have also, to be fully informed when people ask me a question. But will there be a difference between actual handsets? Are you going to have to go something to enable text to 911? Do I do a software download? I do purchase something special? What do I need to know or do?

And the other piece of messaging I think should still be out there, you mentioned location, whether or not there could be location information, whether or not there would be GPS and they would automatically know. I think consumers still need to have real basic information. What I do need to say when I'm on an emergency call.

I was just talking to someone here. When I was in New York City, I called once a month to 911. We had an accident every month on my corner where we lived. So I would call and they got to know me. But here in Rockville I have not once called 911. So when you don't use something, you don't know how to use it. You don't know what questions there will be and you're already panicked because something frightening is happening. So that ought to be part of the package, what is the basic information that consumers need to know when they call 911, whether text or voice or whatever.

And the other piece -- I'm sorry if I'm taking too much time. The other piece is, when I'm in an area, okay, so now I'm in Vermont or wherever it's been rolled out and I'm used to using text to 911 and I go to the rocky mountains and it doesn't work, as a consumer, what I would really like to see is a message so I don't have to think. I don't have to remember. A message pops up and says, you can't use this. This is what you need to do. I do need to go to voice? Knock somebody down and have them voice it? What do I need do to get my emergency message out.

And finally, I agree with Claude also that the consumers are standing here ready. I'm sure each of the organizations here would be ready to invite you to our conferences and have you do presentations or panels, materials, whatever you need to do. We have email blasts. We also have a listserv which is 30,000 people, an E-news. We have a website. We would be happy to post whatever information, particularly if it's a consistent message like you're talking about. We would love to send that out and support you getting that message out.

CHRISTIAN: Hi. I'm Christian Vogler from Gallaudet University. I support everything that has been said before me.

I want to follow up on two particular points. If the capability is explained clearly and a consumer understands whether text to 911 capability is available in their area or not, for example, a comparison story, if I have a particular device and I'm now roaming, I often will get a message on my mobile device from my carrier telling me I'm now roaming and the charge will be whatever it will be because I'm roaming. Such a message might be good for what Lise was suggesting, letting people know the availability in their area or not.

Also, I would like to make sure that test calls are done to make sure that it actually works. And I think consumers should be able to test it themselves at some point so that they can see that it works. And in their message, they can say, this is just a test of my SMS capability or whatever it would say. And let the PSAP respond, yes we got it so the consumer knows it's working for them.

KAREN: Do we have some responses from either the PSAP community or the wireless industry or questions?

I have a question to just figure this in response to Christian's last comment about being able to test. I know there are restrictions on testing at 911. I'm wondering if someone could explain what those are.

KATHY: This is Kathy McMahon on the phone.

Is there a hand-raising tool?

KAREN: No. There's no hand-raising tool for this particular meeting, so just jump right in.

KATHY: Okay. This is Kathy McMahon. I wanted to make a point, and then I'll address Christian's issue with the testing.

One thing we need to identify for any national level education plan, and we're talking about advertising text now at a national level. That changes the game plan significantly and it ups the ante. So I think what we need to do when we're talking about education is all of us together determine if there are any needs for a different education path for the hearing impaired community versus the general public. I'm not sure that there are. But if there are any different consumer needs from a specific community of individuals, we need to identify that early on as we plan for education.

To Christian's point about testing, when you're talking about advertising text to 911 at a national level, from my experience, and Crystal McDuffie was also there. Any of us who have worked in a PSAP, test calls can literally put a PSAP out of business. It's really incredible how many people want to dial 911 to test it to make sure that it works, and at a national level, if people were to begin doing that, many people that have true emergencies would not be able to get through.

There are other technical ways to handle that in some regions that probably we could discuss offline without taking up this whole conference, but in an ideal world, a test call to 911 sounds great, but it can really put a PSAP out of business, especially in a major metropolitan area. It just isn't practical. But we need to find other ways to ensure all stake holders have a viable system, but testing a 911 call is not going to be a good path forward.

KAREN: In the room, why don't we use the tent cards, holding them up like this if you want to speak.

BRIAN: Thank you. Brian Daly from AT&T.

The question and the issues brought up regarding which PSAPs are capable in any given area, whether home or roaming, is certainly one of the key challenges for this solution. And one that we recognize as well and are struggling with. It's important to realize that from the carrier perspective, mostly I'll speak from an AT&T perspective

here, the question is there the message be able to be delivered to a PSAP that can accept that message in some format or not. So even from a carrier perspective, we may not have awareness on whether or not a PSAP is available to receive that message or not at any given time. And that brings up the challenges of how do we inform and educate the consumers on whether it's available. One key aspect is that any message that is undeliverable, the consumer should be made aware that it's undeliverable and only used for contacting 911. That's one of the aspects we need to address as well.

The other is, in order to look at interoperability across the nation, there's ongoing standards work within ATIS for interoperable solution which supports multicarrier and multivendor environs. I think that's also going to be a key effort that needs to be put into place in order to expand the service and allow that interoperable environment to come to fruition. Thank you.

CHRISTIAN: This is Christian again. I just want to have a brief response to Kathy.

I understand your points about testing, and we can discuss it offline, but I just cannot envision that it would actually implode if you test a 911 center. I understand it's a challenge, but what I envision is that the carriers need to inform their consumers/customers whether or not their messages are going to get through to the 911 center. In response, I should be able to quickly be told, yes, we got it, no, we didn't, etc., just so the consumer becomes familiar with how to work the system.

MATT: Thanks. So thank you all for your comments. I'm Matt from CTIA.

We appreciate being invited here to listen to some of your thoughts about ways we can reach out to the consumer community, educate about any potential solution that could be adopted.

There are a number of different solutions available I think that could be investigated and are under consideration. I think a lot of the questions that you raise are specific to particular solutions, and it's not clear where we're going yet. So in some ways, one of the things that I was hoping to get out of today's discussion was some concrete examples of ways that or issues that need to be addressed in order to educate consumers particularly in the disability community about 911 safety issues. Karen mentioned there was an effort back in the early '90s with respect adoption of TTY 911 calls. I would like to hear from anyone in the room who was part of that initiative, what were some of the efforts that were successful, what were some of the areas that were of concern. Lise, you mentioned particularly today there are some people who still may not realize they can TTY with 911. Why is that? What can we do broadly to make sure that whatever, you know, moving forward, whatever actions are potentially taken, take those concerns into consideration.

KAREN: Okay. Next we have Matthew and then Laurie from DOT and then Bob from DOJ.

MATT: This is Matt from Smart 911. I want to comment on two things quick.

One, Kathy McMahon said something interesting about whether the information that's shared about text to 911 is a national effort or a local effort. And it kind of goes to show, I think we need to understand some of the parameters of a solution roll out prior to

11

making some of the communications decisions, because if the roll out is very broad and very quick, it will cover 80, 90 plus percent of the country or even subscribers, that would drive one kind of communications plan. Or if it was a very localized PSAP effort, it would be a very different approach. So to answer that question, we need to know what the solution is going to look like.

Second, I heard a question about is it necessary potentially to have a different form of outreach to communities of disability? I don't know from our experience with providing our additional database, I don't know that it necessarily has to be a different message, but what we have found is that the advocacy groups that work with these people are a very powerful way to get a message out, because the most captive audience you're going to have is the audience that has the most to gain from a given solution or a given technology. And the people that are particularly interested in our solution are those with disabilities.

The other interesting thing about those advocacy groups is that they tend to have very local strong presence. And frequently national presence. So in the sense of finding a way of communicating a message that is potentially geographically specific, I think that's a good place to look at, and one that is even national is a good place to look at. But I think you're going to get very focused attention from this group. That's a good place to start.

LAURIE: Laurie Flaherty from the national 911 program.

When I think about sort of, you know, on an ongoing basis, how this might work, in trying to update consumers on a realtime basis with regard to the capabilities of the PSAPs as 911 continues to evolve, I go to a technologically-driven solution. We are being presented with these needs because of technology. In an ideal world, it would be great in technology were also part of the solution.

Going back to what Christian and Lise said about some kind of indication on the device to the consumer, on that end, it would also have to involve the PSAPs on the other end. Obviously they would have to feed information with regard to their own capability and somehow marrying those on an ongoing basis to allow that kind of notification to happen. That's a huge -- I don't know -- that's a huge undertaking, and I don't know like what that would look like. But in an emergency, I'm hard pressed to believe that people are going to prepare for how to call 911. They're going to do what they do every day. So keeping it simple and keeping it consistent seems important. And if it were technologically driven, in terms of the solution, I think that would be extremely useful.

The other thought that I had was, if we are asking people to prepare in advance, and I'm going back to what someone else said, it may be important to look at lessons learned from other communities, not only in terms of the input limitation on TTY, but also in terms of the success that others have had with regard to getting the public to prepare for any kind of emergency, whether it's earthquakes or emergency management. I have a feeling that there are a lot of lessons learned with regard to trying to get their message out that could be applied to this one as well. Thanks.

KAREN: Thank you. Very helpful.

Bob?

ROBERT: Bob Mather.

In response to Matt about the early '90s experience and TTYs' access to the PSAPs, when DOJ issued the Title II rule, we simply had one sentence in the rule, and that said, PSAPs must support TTY calls and provide direct access to people who use TTYs and computer modems. That was more of a performance standard. The PSAPs said, what does that mean? How many TTYs? Do we need one per position and on and on.

At that time, we learned that in order to have effective compliance with Title II, the DOJ would have to develop technical assistance manual documents, more like a question and answer and explanation of what TTYs have to offer. And working with the United States offices, asking them to coordinate with their local offices and local PSAPs, workshops, training, presentations, so that the public know what their responsibilities are in order to meet Title II of the ADA. That was a very important part of their understanding regarding now text to 911 calls, and that includes now the development of TA materials and support through the local attorneys' offices as well.

KAREN: I just want to note that I do remember that there was funding involved in that as well for TDI. I can't remember where the funding came from, but it was very extensive effort that went on, I think for a couple years. So it was a very big effort.

Next in queue are Claude, Kevin, and AT&T.

CLAUDE: This is Claude. I would like to build on what Bob just said. Two points.

Remember back in 1994 to 1996 when TDI worked on training and informational, you know, getting information out there, we weren't in the technological age that we are today. Remember Bob just said we did technical assistance training manuals and gave workshops around the country. Again, this was before the internet was what it is today. So we should take advantage of the internet, use that to help spread the good word in a faster way to a larger audience.

Bob also emphasized to the training was not only for the 911 centers but for the consumers. So my point is both. When I say consumers, I mean deaf and hard of hearing consumers.

I think what we're talking about today, I don't think you should just focus on the deaf and hard of hearing population. Please be sure we get some special attention, but I do think the word needs to be spread to everybody, because everyone, I believe, is going to use the SMS text to 911, not just us. I think those were my points. Thanks.

KAREN: AT&T?

JOSEPH: This is Joseph Marx with AT&T. I just wanted to respond to a couple points.

One, I think there was a question about realtime notification before emergencies where PSAPs could support 911 and carriers. I do want to emphasize that I do think that's a very difficult exercise capability to support beforehand. Remember, at least as I understand, AT&T's goal is for an interim solution for 911. It's not the next generation 911 step. So it's a small step to support 911.

And also getting the realtime feedback when you actually text to 911 and it's not available, giving immediate feedback to the subscriber that they need to seek alternative means is probably a much better approach at getting that message back. It

would be nice to know ahead of time, but I don't think that's possible with the interim solution.

Second item I wanted to respond to, somebody had asked a question about handset capability, whether the intent was to require downloads of new software and which handsets would be supported. While we don't have a definitive set of handsets that can be supported today, the goal really is to support it using the basic short message service, SMS, capable on all phones. The only limitation there is certain phones today out in the field. We think it's a fairly small limited subset that don't allow texting to a three-digit code. And those handsets would, if they were to be supported, would need to be updated with software from the handset vendors. That would be a very difficult thing to identify and do as well. But the intent is that all handsets should be able to support this.

KAREN: Can I just follow-up? I'm not sure I understand what you said. You were saying this is a very small subset of handsets that aren't capable. Making them capable you're saying would be difficult. It sounds like it would be easier to identify those that are not capable than those that are since the vast majority are. Is that something that could possibly be supported by the industry so that consumers know which phones will not allow them to reach 911 via text?

JOSEPH: I'm just responding to that.

KAREN: And I'm sorry. This was Karen Strauss who just spoke.

JOSEPH: Yes. That is very difficult. As I understand, that question was posed to some of the handset manufacturers. There is some concern based on software divisions of specific handsets and variety of handsets as to whether or not they could support them. So it's a huge exercise. Not saying that it's not something we couldn't step up to as an industry, but it's not something I can address today.

KAREN: Okay.

Next in queue is Kevin from Verizon. I have Lise from HLAA and Matt. Or is it you? They're sharing one tent card.

KEVIN: This is Kevin Green from Verizon.

Something Claude said made me think we should remind the group that when we start to really craft our messaging, it's important that the preferred methodology would be a voice call to 911 for the general public. Texting will be available, but I think it would be best if we have the capability of making a voice call, to go that route, with texting in situations where a voice call is not an option.

KAREN: Thank you.

LISE: This is Lise Hamlin from Hearing Loss Association.

I actually, when Laura said that technological solution, I actually liked that a lot. The idea of as I drive up to the Grand Canyon, it pings me and tells me, no, you cannot use text or yes, you can, would be a wonderful solution. I know it may not be possible. I'm just putting that in your brains that we would love it if it could do that.

The other thing I'm going to say also may not be terribly popular. As I'm -- I recently got a new mobile phone. And when I looked on the website, it told me whether or not I

could get emergency messaging on this. That's the kind of information I would like on the website when I get my phone, a little line that says, this phone that you're getting is 911 text capable, or whatever language.

And now I'm going to say the O word. I really would like labeling on the box too. I know that's not always easy to come up with language that everybody loves, but it really makes a difference to consumers if they could read it right on the box when they take it home. When you go into the store, you get all kinds of information. You're thinking about the music you can download and games you can play, you're not thinking about 911. If I go home and look at the box and the insert, that really helps somebody like me who depends on reading as well as what I hear in the store. So I would think that would be something that you should consider as part of the outreach efforts to consumers.

KAREN: Okay. Matt.

MATT: This is Matt with CTIA. Thanks.

I wanted to go back to something that Matt next to me said. You know, and I think he brought up the issue that there are a number of different technological solutions that are currently being explored and considered. I think we heard a number of suggestions for specific features that need to be called out as potential issued that need to be identified. But I think it's very hard to say, this particular message needs to be sent, this particular feature needs to be called out, this particular portion of a solution needs to be addressed. Because I think in some cases we're operating under the assumption that some of the announcements that have been made are things that are rolling out very quickly. And I think what we are hearing very clearly from a lot of our members is that these are things that need to be tested, validated. Because we're talking about emergency communications here. We're not talking about, you know, just voting American Idol and things like that. So these are things to strongly consider moving forward.

I say that with the suggestion of, you know, I think we're very receptive and we're hearing all the suggestions that you all have, and I want to continue to hear those suggestions because they factor into some of the considerations that are being made on these evaluations, but we're hoping that we get some ideas about how to do, what are the training issues that need to be considered, how complicated is too complicated, what are the basic communications messages that sort of need to be addressed and the ways in which to address them. You mentioned putting information on websites, labels on boxes. Those are all ideas we can certainly consider. I'm sure there are others, working with the Commission, working with -- you know, there are a lot of resources around this table to consider how to get messages out there.

So I think we just need to keep that in mind as we're going forward, that there's a number of different solutions being considered.

With the features that are being suggested as ways to either realtime or that are technological solutions to educating within a particular solution are very complicated and they require enhancements to any of the services or solutions that may be deployed. And that could delay things potentially. That could cause a lot of complications. The more that we consider, you know, any enhancements, the closer we get to where we want to be anyway, so I think we need to consider that we're talking

about trying to find a rapid solution to provide text based communications as they are today to public safety answering points also as they are today. And those are the two sort of complicated features that I think we need to consider. Thank you.

KAREN: Thank you.

Andrew and then Brian.

ANDREW: This is Andrew Phillips from the National Association of the Deaf. I have two things.

First off, I think outreach should include not only national organizations but community based organizations. For example, the national organizations tend to contact its members through the internet. But there are many deaf and hard of hearing individuals who have yet to enter the internet age. They need folks to actually come to their home. And the community based organizations know where those folks are and now how to be in touch with them. So I think that's an important point.

I also want to follow up on the discussion of consumers being able to find out whether or not their particular PSAP supports 911 text messaging or not. I like the idea of being able to send a text message and then getting an instant alert if it's not going to go through. So I'm wondering, do the cell towers know whether or not the local PSAPs support text 911 or not? I'm just hypothetically, I'm in a particular area, and I have information on my phone that gives me the strength of the signal, whether I have one bar or four bars. I'm wondering if some information could also be sent from the tower that says something to the tone of text to 911 is not supported or is supported. I'm wondering if there's a way to have a connection to the towers. Since we get information from them specifically on our phones already, and if that information is available to come from the PSAPs.

BRIAN: I'll start with that and then go to my other comment. With SMS to 911, the cell tower has no knowledge of what the PSAP capabilities are in that area. SMS technology goes to a centralized message center within the operator network. It's all independent of cell tower locations. So there is no real knowledge at that level of what is or is not capable at the PSAP. Again, going back to what Joe and others say, it's a very challenging problem.

The comments I was going to make was, we are discussing consumer education, and one of the pieces I think we need to really make sure consumers understand is what type of texting services are going to be supported in a given area. We have been talking about native SMS, which is operator managed running through operator infrastructure texting services. Consumers may be used to using services that are not SMS based through downloaded applications and other services offered by third parties. Those types of services run over the top of carrier infrastructure and would not use the native SMS that would exist within the carrier's infrastructure. So given that, we need to make sure consumers are very clear about what texting services can or may not support texting to 911. And likewise on the PSAP side, which version of the texts are going to be received, which applications are supported at that end.

The other aspect I wanted to mention was with regard to the testing. SMS to 911 would be supported by the general public. So this testing capability would be open to anyone that initiates a message. So again, going back to the concerns from the PSAP side

about the number of test messages received, given the fact that it would be unrestricted, it could increase the number of messages coming from the general public on testing or, you know, just any type of calls to 911 through SMS messages.

CHERYL: This is Cheryl King.

I want to pick up on something that you said, Brian. I believe that there are at least three categories of outreach/training that we need recognize. One is certainly the consumers. We know that there's outreach that's going to be useful and necessary on many of the things we've already discussed, but if you consider a triangle and consumers are at one side, public safety community is at another side, and the industry is at another side. Because the industry needs to have outreach from the PSAPs and the consumers about their needs or modes of outreach, etc. The public safety community, we need to do outreach to the public safety community so that we can continue the outreach and training that began in 1996 or whatever it was, you know, from the TTY. We saw that outreach and training. And a similar outreach and training would be useful for the PSAPs both to learn disability culture, to learn what the capabilities are of the various text to 911 services in their location, etc.

And again, the industry needs to have outreach from both PSAPs and the consumers because they have things to offer and guidance on how productive outreach can be accomplished.

TIMOTHY: This is Tim from Telecommunications Systems with TCS.

I want to address some of the questions asked concerning how people will know whether they can be testing and whether some testing can be done ahead of time.

First of all, thank you. These are the things we're wrestling with by which we will roll these technologies out to the marketplace. It is really important to have these questions posed and these desires mentioned so that we have an understanding of what really the community in particular at large and in particular is needed.

With regards to understanding where your text messaging can work, the way both text messaging and voice calls for 911 work is that they typically, at least for voice, they all work this way. For text messaging, it has yet to be determined. It will of course happen over time. But we're doing it with a centralized mechanism that will receive the voice call or the text message depending on the particular technology here. And that center needs to be aware of how to route the call or message to the appropriate PSAP. That understanding, because we're in the middle of that process, allows us to do a couple different things that we are looking at what is the best thing to do and what is the best way to do it. For example, if we are able to know that a PSAP is not able to take a text message, we could at that time do a response back to the texter and let them know, your text message will not be received by the PSAP, please use voice call to reach 911. So these are being explored as what is the best way to do this. But this is definitely an issue we're looking at very aggressively. So we encourage further discussion about this topic and also perhaps even some trialing or examples that we can use back and forth to see what seems to work best both for the industry and the operators and the challenges they will have to address in regards to their networks.

Second issue regarding knowing ahead of time through some sort of testing mechanism, though those are actually possible in some way, shape, and form, if you

look at the voiceover IP industry, we worked with Vonage and they provided a test service and they provided a separate identifier they called 933 that they would allow a caller to call 933 and the call would not actually go to the PSAP. It would hit our centralized server and we would know whether the call would go to a PSAP or not and could give further information which PSAP and so forth.

So there are ways to look at these things but it comes down to what is the most practical approach, and we'll definitely continue to work with all and with the industry in general as to how to proceed forward with the best approach possible for everyone involved.

KAREN: So what you're telling us is that because you have a central location to determine where these calls need to go, if I understand you correctly, you need to know which PSAPs are capable of taking text. If you have that information, to what extent could that information be shared with the public so that, you know, a consumer could potentially look up on a database and figure out whether it's worth -- especially from their home area, to have the comfort of knowing, I can text my local PSAP.

>> That's exactly what we're wrestling with right now, Karen. We're not sure we're allowed to give this information out. Is it ours to give out or ours to leave available? These are the kinds of things we will have to talk through with the various parties, including the FCC as we move forward. And of course we're only one vendor. So it comes back to multiple vendors, multiple operators, multiple solutions, even, which maybe don't involve a centralized location like we use. All I can say is we'll do the best we can to provide the best information we can.

LYNN: This is Lynn from Intrado.

I have been listening to this, and our technical folks are not on the phone, but it is my understanding by TCS, our solution involves a centralized gateway, if you will. And it is my understanding that we do have the capability to identify which PSAPs would be capable of receiving text and those that do not, and that would allow the carrier to send the message back. Now, I think let's say you're thinking about whether you could get a text message back, but at least a voice message back saying, hang up and make a voice call.

KAREN: Okay. Thank you.

We have a couple of other people in queue.

This is Karen.

Brian from CTIA and Crystal from APCO.

BRIAN: Thank you.

I just wanted to pick up on a comment that was made. One thing we need to be mindful of is, you know, with the use of SMS to 911, the risk of, say in an aspen situation, in the voice context very often you can overwhelm a cell sector. There's an issue with SMS to 911 potentially overwhelming the PSAP capability of responding to numerous texts. So I think that's an important issue to consider.

The point that Lise made earlier about she recently bought a new phone, had wireless emergency alerts capability, that was an example of the wireless industry working with

others, the FCC, with FEMA, to roll out that service. We did include a special logo that voluntarily a number of providers and manufacturers can include on the box. One thing to consider, and I don't know how this would play out, but in terms of the messaging, whether having that capability so prominently displayed would encourage people as kind of a first step to either want to test out and send a text to 911 to see if it actually works, or in the first instance to send the text. And again, it's an issue of potentially overwhelming resources on the wireless carrier network as well as the PSAP side.

CRYSTAL: I just wanted to touch base on a couple of things that were said earlier. A gentleman from Verizon said that PSAPs would rather receive a voice call. I tend to agree with that. In that line of thinking, are we talking about marketing and outreach to two different groups of consumers? I think most PSAPs would certainly understand the hearing and speech impaired community using text to contact 911 for pretty much any reason. However, with folks who can make a voice call but choose to text, I think we need to put information out to them that that is not a preferred method for reaching 911 and getting emergency services.

KAREN: Lise.

LISE: This is Lise Hamlin. A couple of things, but last one first.

I think you're right. For many people who are hearing, the preferred method should be pushed out there. But when I talk to my sister-in-law and brother who are perfectly fully hearing, they had no idea they could not text 911. I'm sure most students and that kind of thing. So yeah. I think education has to be complete and let everybody know what is possible and what they should do. But I think there will be situations where a hearing person might want it. A domestic violence situation. I remember the shootings in Virginia where this guy was walking through the hallway at Virginia Tech. She didn't want to make a call. She texted. Of course it went nowhere. But there are lots of reasons why this is good not only for people who are deaf and hard of hearing, but the entire community.

And I had another thought in relation to what you were saying at Intrado. From a consumer perspective, I understand this is complicated and difficult. And I think going back also to what Matt was saying, I don't see everything happening all at once. I don't see this springing full form from the head of Zeus here. What I see is a step by step process. As we can make these things happen, we should, so that if we can let consumers know, let's tell them where the 911 is. If you guys know, why can't we? Let's work out the technical or legal problems so I know when I'm at home, I should try not to text. As a hard of hearing person, on the streets of New York, I picked up the phone and I cannot hear on the phone on the streets of New York. I would say, I cannot hear you, but this is the emergency, this is where I am. I had called 911 enough times that I knew what to say. So I would use my voice. But I cannot hear. If I were in a situation where I was in a place where I could use text to get the back and forth and know what this person was saying and what I could do next. I was in another situation where I was helping a wonderful 911 operator walk me through trying to help some baby that was in convulsions. She was terrific. I could hear that time. That was okay. But in a situation where I needed to text and knew I could, I would want to use that text. So making that available to me on a database and here I'm going to make the carriers unhappy, I think that's where you come from. As a consumer, I don't know who TCS is

or Intrado, and I might not even go to the FCC's website. If I knew I got my phone from AT&T, I would look on their website and see whether I could get text to 911. I knew people wouldn't like that.

(Laughter.)

LYNN: This is Lynn again.

To respond, I think the PSAPs who are capable are more than happy to make that known. I understand TCS not knowing whether they can pass that along if there are confidential relationships they're involved in.

KAREN: We have three more people in queue. Greg from FCC, Verizon, and AT&T.

GREG: I have two hats as a sit here. I do represent the FCC. I am also a deaf individual. I was born deaf. And I lived through the early '90s when I learned how to use a TTY to contact 911 directly. But first of all, everyone has offered very valuable, rich information. I think, however, we have to keep in mind that just the simplest message is what we need to make sure the audience knows, whether they be deaf or hard of hearing, that, hey, guess what, text to 911 is available but not under every circumstance. It may depend on which carrier or known you have or whatever the case may be. But my point is, keep it simple.

However, as Brian Daly pointed out, a crucial part is, what is text? Explaining what is meant by text. It wasn't until recently that I realized that text meant SMS. As a deaf person, I have been thinking texting included email. A lot of people may think it includes instant messaging. So I think it's important for outreach purposes that you explain what text is.

>> Thanks, Greg. I think you read my mind. I was just thinking back to the bullet which is the goals for the text to 911 outreach and the first thing that came to my mind was KISS, keep it simple and straightforward. I think the key thing is outlining who is the message for, what is the service, where is it available. Going back to Lise's point, I think one of the ways of addressing where you can or can't use this service, I think one of the ways we can work around sharing that information is by being closely coordinated with the local officials and municipalities. We have done a few trials in a few states, and close coordination with these communities really helps the public know, can I use this service, I tried it, it didn't work or it is working, etc. I think it's more than just on the carriers.

Another question is how. How do you use this service? As Greg just mentioned, I didn't even know what text is. There might be people who have never texted before. So how exactly is this going to work for them? I think that should be something else that we factor into our outreach. Maybe some sort of brief explanation. Maybe some sort of ASL video, Claude, for your stakeholders showing here's how you use it, here's a short code that you would use. Here is the message you should receive back or may not receive back.

And then finally, I think another key thing is the when. Which I know we're not going to get into today, but I think that's something we need to consider. Part of the successes I think the FCC has had in the past with like the DTB transition is that there was a date for everybody to rally around and try this out. That may not be the case here. That's

something else we need to take into consideration when it comes to messaging. Like you said, Lise, I see this as something happening in phases. Bearing in mind this is an interim solution. We still haven't reached nirvana yet.

KAREN: Thank you.

Joe.

JOSEPH: Hi. This is Joseph Marx. I just wanted to address the point raised about determining which PSAPs can support that and making that available to subscribers.

The point about it being hard was, one, AT&T didn't have direct access to that information. We could work with our vendors to make it available via a website, but it's a much more difficult thing to push it through the handset through cell sites and an infrastructure that hasn't been enabled to do that. That is what is really hard to do. It would require significant development. And now you're talking about building on significant bells and whistles on a solution, and you're really talking about taking away resources from next generation 911.

KAREN: Christian and then -- I'm sorry. On the phone, go ahead?

ROGER: This is Roger Hixson.

KAREN: Okay. Why don't we go Christian, Roger, and then Matt.

Is there anybody else on the phone that wants to speak?

SALIMAH: Salimah LaForce.

KAREN: Okay. You'll go after Matt. And we have TCS after that.

CHRISTIAN: Okay. This is Christian.

I agree with the points that have been made by Greg and by Verizon. There are a lot of folks who don't know what SMS actually means. I just had a conversation with one member of the EAAC from Washington State, Donna Platt, and she indicated to me that there are some folks who have contacted her as to how they could text on their phone because they just don't know how to even do it, perform the function. So yeah. That's something that has to be addressed, how to do that on such a device, whether an Android device or other device. And obviously what text is.

My other point that I don't want to belabor is that I do fully agree, however, with keeping things simple. I understand the concerns about overwhelming PSAPs, but I do think that the simplest way is for a consumer to be able to test 911 and find out if it works or not and if they need to use another method. You could pick a Sunday. I don't know. And make sure the PSAPs know that's the test day, just as an example, and have them be involved if it's a real emergency. I think that's something that should happen between the consumers and the carrier, not between the consumer and the PSAP.

KAREN: Why don't we go to TCS next and then Roger.

Tim?

TIMOTHY: Yes. I want to make sure -- I also agree with Joe in regards to text messaging. We are talking about text messaging solutions. The text messaging client on the phone is simple. As a result, the idea of maybe requiring additional capabilities to show these kinds of things, it's probably best to look at those as things to discuss and

address in the next generation messaging clients which are going to be more capable and able to use some of these things rather than ask to be a retrofit of some of the text messaging clients. So I just wanted to be sure my comments before, that's clear.

It goes back to the issue, though, in general, which is, there are a number of text messaging clients now available on the phone. The consumer will need to understand the difference between the native SMS client and my iMessage on my iPhone and so forth, understanding whether those support 911 capability. We are not addressing that right now. That doesn't mean they can't be addressed at a point forward, but right now, we are focusing on the native client. So back to the principle of keep it simple. And hopefully we'll be able to get this out faster.

ROGER: Roger Hixson.

A couple things occur. One, in the realm of working smarter, not harder, I think we all need to remember -- and maybe we all do, I don't know, I'm just checking -- that we also have a subcommittee one effort here having to do with recommendations for a consistent full national interim texting approach. Many of the issues have been raised today that will need some sort of education support are agencies that are being discussed and worked in that subcommittee. I think we should make sure that the parties involved at the -- what should I call them -- immediate texting, so far AT&T and Verizon, that we keep coordinated with them. And as a particular case, it would be desirable not to have four or five different entities contacting a PSAP to find out whether they're capable to text or not. We should split that effort up among the primary parties. Doesn't matter who does it, but let's try not to duplicate work effort here if we can avoid it.

KAREN: Thank you.

Matt?

MATT: Thanks. Matt Gerst.

I did want to get back to this discussion about keeping this message very simple. I think everyone agrees with that. But then we start talking about different features that we would like to see and different caveats about what can and can't be handled. We start talk about training people on how to text message. Keeping it simple, yet there's a big "but" there. That's a lot to cram into a simple message.

So I think, as we said before, there are a lot of solutions being explored right now. Once all the data and testing has been gathered and we start to figure out potentially what's an option on a much larger basis than just the trials we're talking about now, that will be the time to start developing a message and start getting into what are the things that we really need to suggest to the public as here are the things you need to know about this type of service.

That said, I think there are some things that could be done right now. And I think there's some things we can do collectively. Cheryl, I would like to expand your triangle and make it a square. There are things the FCC can do.

CHERYL: FCC is in the middle.

MATT: Okay. It's a circle. Whatever geometric shape it takes, there are some things we can do now. One is to emphasize that calling and using your voice or a relay service or TTY are the preferred methods of contacting 911 today, continuing to reemphasize and get that message out so people understand what the capabilities are available today so they can get the emergency help they need when they need it. Thanks.

DAVID: This is David Furth.

I just wanted to break this and reinforce, because I had a question for the group that was sort of along the lines of what Matt raised, which is, when I think about the task that we're faced with, one of the points that has been made several times is about what consumers think now about text to 911 and how that is actually completed disconnected from reality. So that tells me that, in fact, we are overdue on this task in terms of coming up with answers to some very basic questions because these are the basic questions that consumers are already asking and they are filling in the wrong answers because we are not answering those questions accurately. So it seems to me that the challenge for everybody here is to think about what are the questions that we need to make sure we have answers for now and that we at least agree on what those answers are. The testing question, for example. That's a great example. Can I test whether text to 911 is available or not using my phone? Well, I think right now the answer is no. And it may be that we want to change that answer at some point if we can figure out a way to do testing in a manner that doesn't overwhelm the PSAPs with a bunch of messages that they can't handle. So there's a technical issue that we have to solve in order to come up with a better answer on testing. But at the very least, we need to have an answer on testing now because it's a question that's being asked.

And it seems to me there are a number of things we need to think about here in terms of very basic questions consumers are asking now and will likely continue asking as they learn more about text to 911 that we need to develop answers for quickly.

And then I think the other question we can ask on top of that is, some of those questions, the answers may actually remain relatively stable throughout the evolution of next generation 911. For example, whatever the basic rules are that we want to try to get people to absorb about when voice is better and when not to use text. Even as text becomes more widely available, more PSAPs, more carrier supported and so forth, we may want to continue to have those basic rules of the road about, if you can make a voice call, make a voice call. That's something that may not change.

There are other things that may change. For example, if at the moment most PSAPs don't support text but that will change over time, then we need have a way of answering the question, does my PSAP support text and can be updated through a database or some sort of centralized information that people could go to. That seems to be one of those questions that Laurie was talking about, where a technological solution may make sense. But it's reinforcing a very simple message. Even if I can use text to contact 911, should I? And if the answer is, only under the following circumstances and otherwise use voice, then that's a message I think we can start to develop now and we really need to be working together to make sure we're all on the same page. Because if we start giving inconsistent answers to that question, then we're really in trouble. So that's more of an exercise for the group, but it seems to me that a lot of the comments I've heard at

least suggest that we may want to break down our questions into those that are simple questions that we can answer now and we want the answer to be consistent throughout the roll out of this and other questions that may need to be updated and refined as that roll out process occurs.

KAREN: Thank you.

I think we still have a couple of people in queue. Salimah LaForce on the phone and then Cheryl.

SALIMAH: Yes. Thank you.

I just wanted to address the outreach to the different communities and different scenarios in which someone might or need to use text to 911. In my mind, I keep envisions PSAs where you have people who are deaf or hard of hearing using text to 911 to show that it's used in that scenario. Also having someone like another caller said in a domestic violence situation using it so you give a visual representation to show people, to reinforce these are the ways when it should be used as opposed to just as a general, oh, I'm a college student and I text all the time so I'm going to text 911.

Also, with regard to the question does my PSAP support text, in the wireless RT, we addressed the PSAP registry. The issue put out as a possible solution to turn that into a more interactive database, we still support that because we know there's so many players in rolling out text to 911 and next generation 911 that it's not going to happen all at once. And so if that PSAP registry existing color coded for a type of change, if the PSAP would then go in and there could be a new code for text to 911 capability and an additional code for next generation 911 capability. And so over time, the database would be updated. But of course that's only the first step because then the database would need to become like a consumer could go in and just type in their county or zip code and get back the type of change, which would be text to 911 capability or whatnot. So of course that requires some type of resources from the FCC and PSAPs and carriers as well. But we support that because we think not only addressing the interim solution, but that also addresses the long term solution of implementation and phases over time.

KAREN: Thank you.

We have Cheryl and then Susan and then we only have about 15 minutes left. So at that point, I think that maybe we should think about wrapping up and talking about next steps.

CHERYL: Thank you. This is Cheryl King.

I thought for a minute that David was going to take my thunder with what I was going to say, but I've been listening, and I think that I have nine questions that we have identified that we believe the target audience should have an understanding of. One, have target audience understand what text to 911 is. Have target audience understand how text to 911 relates to voice to 911. Have target audience understand who can use it, who should use it, etc. Have the target audience understand how to use it. Have the target audience understand when they can use it, when they should use it or not. And have the target audience understand if they can try it out, the testing issue. Have target audience understand what can go wrong and what should they do then. If you can't text

to 911, they need to understand call via voice or TTY. Have the target audience understand if and when they have to register. And that may vary from location to location, provider to provider, PSAP to PSAP.

That's the core of the questions that I think we've raised here today. Think about if I've missed any and shoot me an email after the meeting.

That's all. Thank you.

KAREN: Thank you. Very helpful.

Susan?

SUSAN: It just hit me as we were sitting here talking that we do have some resources that we may not have tapped into for some lessons learned. And just something to think about, we may want to reach out to Blackhawk, Iowa, for testing. And other areas too. That's it.

KAREN: I think it would be useful now to talk about perhaps next steps. Some action items. I can tell you some I've tried to identify, just a few. I'm sure many of you also have taken notes on this.

There was definitely consensus on the need to keep the messaging simple. And I think there's two forms of messaging that we're talking about. One is basically the list of items that Cheryl just talked about, the how, what, when, why, you know, how to use this, etc. And that messaging definitely has to be kept simple.

But within that message or in addition to that messaging is also the messaging to an individual when that individual sends a text and the text cannot go through. So I guess I see the need for, again, public-private partnerships to create task forces perhaps around this. Maybe a few people to work on the overall messaging. And then some people to work on the actual sentence or two that will be sent back to somebody. I mean, chime in if you feel that I'm going down the wrong track, but I think it would be helpful. Do you want to grab a mic?

JEAN-PAUL: This is Jean-Paul Emard. I'm with ATIS and serve on the EAAC and subcommittee one.

I think the point has been raised that part of the work being done there rapidly will have a number of recommendations that I believe you're going to need to look at, as the FCC, in order then what the recommendation is. Especially if you concur with the recommendations that the EAAC will come forward with. I'm only speaking for subcommittee one. There are six others. They all have input into potentially this messaging that we're talking about, because we are looking at the interim solution. So I want to make sure that we --

KAREN: That's actually extremely helpful. I know when EAAC started, this particular service feature was not where it is now. So hopefully they're able to mold itself to what I think is an immediate need to put together some messaging on a fairly rapid basis.

Christian.

CHRISTIAN: This is Christian speaking.

I wanted to add that the EAAC subcommittee one is also working on the consumer perspective, the consumer's experience reaching 911. All of you guys have made very valuable points, and it will be in our report. I would also request that if you have anything to add on the consumer perspective, basically how outreach can be done for that particular group, please let me know, because we can also use that information as well.

KAREN: Terrific. Any other comments on that?

I also heard that consumers would like for messaging to go to conferences and other venues where there are large number of consumers gathered. So I guess I call upon the consumers to provide industry and the PSAP community with information about upcoming events.

Additionally, we heard the need for not only providing information to national groups but also to reaching out to local groups. Again, a call upon the consumers to help the industry identify those local communities.

And right from the start, everybody agreed on the need to take advantage of technology. Laurie has left. Clearly that may be multiple steps and some technology we may not be at prime time yet in terms of instantaneous information, but clearly there are databases of information which might be able to pull together some of this information. Our accessibility clearinghouse is one possibility. It needs to go through some upgrading, and we're working on that now. But ultimately, it might provide a tool for that purpose. We heard that there is a registry of PSAPs, and that might be another tool. Wireless.gov or what is it? Accesswireless.org may be another tool for phones that are accessible. Sorry. I should know that by heart now.

So there's a lot of different ways. In addition to websites. Clearly there's a lot of places that we can provide this information. And I think that I heard consumers request industry to go back and think about what kind of labeling you might want to put on your phones. Again, none of this is regulatory at this point; it's really just a matter of what you think is best to get the messaging out.

Andrew?

ANDREW: This is Andrew Phillips with the National Association of the Deaf.

I wanted to add and impress upon you the point of having whatever message in American Sign Language. There are many deaf and hard of hearing individuals who are not proficient in English and need the information given to them in ASL.

KAREN: I'm sure while I can't commit at this point, but I'm sure that the Commission would be able to put something out in sign language as well.

Claude?

CLAUDE: For those of you in the industry as well as in the FCC, feel free to contact any of us sitting over here on the consumer group side if you, for example, have a draft of outreach materials. We would be happy to give you feedback on them. Sometimes you think you have it all together and we might say, you know, maybe that's not how it would come across to our particular constituency. We may be able to help you make

your messaging better, and vice versa. So we stand ready to help both the FCC and industry.

KAREN: We really appreciate that, Claude. We've been putting together our own Q and As and really trying to keep them simple. Talking to staff about words that we're used to like "over the top." If we put out a message that said, there's differences between native SMS and some services that run over the top of the carrier's infrastructure, it's not going to go over very big. That's kind of obvious. But even words like "deploy" or even "handset." The concept may be different in sign language or general public. So really keeping it simple, getting the message out to those for whom these terms are not common. And making sure, in my opinion, that the average consumer, and frankly, these people sitting here are not the average consumers. They're involved in all of this. So really reaching out to maybe, you know, test groups and focus groups that know nothing about any of this might be a way of making sure that you're going to be getting the message out to the community in a way that they're going to understand. And what I think that this group, the consumer groups, can do is perhaps help pull together focus groups. But none of you should sit on them because you already know these things.

Are there any other comments or additions anyone would liking to mention? I think this has been really helpful. I hope you all agree. There was a huge amount of information. It is all contained in a transcript. So we are going to put that in the record. You can access that transcript and take from it what you like. I think that we have a long way to go. But we've made a significant start.

Would you like to add anything, David?

DAVID: I agree this has been tremendously helpful. We all have a variety of challenges to work on in terms of this collective task.

The other thing I take away from this is, hopeful there will be some exchange over email after this meeting, but I also think that having a follow-up meeting and maybe several follow-up meetings and putting out a proposed schedule. At this point, I don't know exactly what the timing of that would be, but it does seem to me that if we can bring this group back together a couple more times and maybe after we've had a chance to share some drafts and exchange information and ideas, we may be able to have a more focused discussion to ensure that we really do have a clear path forward.

One thing that Claude said at the very beginning of the meeting that stayed with me was, we should not be duplicating what AT&T and Verizon are doing because they are undoubtedly going to be engaged in considerable outreach to their customers. I agree we should not duplicate it. I think we should complement and reinforce it. As they develop their plans and as others here develop ideas, we need to continue to work in concert, because this is a very fast moving train where the customers' expectations easily outstrip the pace of our thinking and our creativity to come up with the right message so I do think we need to move quickly.

KAREN: I totally agree. Cheryl and I were conferring about the same thing when you just said it out loud. Cheryl actually just whispered to me that actually this room is reserved already for what is no longer an EAAC meeting on July 13th. We need to go back and check our schedules. We're not sure that's going to work, but that's one

possible. As David said, we kind of need to regroup internally and get back to you, but I want to emphasize again that we have a phenomenal outreach division headed by Susan and Diana and Becky. It's actually a fairly large office that's ready and willing to work with you and day wonderful job on the EAS test, for example. So we put ourselves at your disposal. If you think there's things you want us to go, whether it's the creation of ASL videotapes or the preparation of materials, dissemination of materials, posting things on our website, we would be happy to work with you on that.

So thank you all for coming. Thank you all for your terrific input. We will be back in touch.

CHERYL: Goodbye on the bridge.